



# BIC Training Courses

*Training for an empowered, informed supply chain*

*February 2017*





# SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

## **Course Name:**

Advanced ONIX for Books Training Course

## **Course Location:**

Faber Creative Spaces  
Bloomsbury House  
74-77 Great Russell Street  
London  
WC1B 3DA

## **Who is the Course Aimed at:**

The Advanced ONIX for Books training course is aimed at staff with management responsibility for metadata, either in IT, marketing or production within a publisher, or in similar roles in distribution and retailing.

## **Course Level:**

Delegates should previously have attended the BIC training course "ONIX: Essentials" (formerly 'Bibliographic Metadata & ONIX') or have extensive experience with ONIX gained over several years. It is not aimed primarily at developers – there is relatively little technical content – but developers wishing to gain broad background knowledge will benefit from attending.

## **Course Content:**

### **Identifiers and core semantics**

- WMI stack in indecs, WEMI in FRBR, comparison with other stacks
- Class inheritance, where in the stack does each data element live
- Class diagrams and database schemas
- SKUs and proprietary GTINs
- ISNI and other name identifiers
- ISTC and proprietary work IDs

### **ONIX for e-books**

- The basic differences
- Can I do...?
- Accessibility



- Rentals

### **ONIX 2.1 to ONIX 3 migration**

- Why does ONIX 3.0 exist (rather than 2.2)
- What current data is okay, what are you likely to be missing
- The key parts of a migration (what parts of the message change)
- Block updates

### **ONIX quirks**

- Barcode for North America
- Imprint ID for Amazon

### **Question & Answer session**

- (Bring your own ONIX file...)

### **Practical demos (spread throughout the day)**

- How to validate ONIX messages
- Why character sets and encodings are important
- Tag name conversion

### ***Course Length:***

This is a full day course.

### ***Course Dates:***

Tuesday 23<sup>rd</sup> May 2017.

**Price:**

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<i>BIC Members</i>	£315+ VAT
<i>Friends of BIC</i>	£365 + VAT
<i>Non Members</i>	£415+ VAT

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Travel and accommodation costs are not included.

**Course Trainer:**

*Graham Bell – Executive Director, EDItEUR*

Graham Bell joined EDItEUR in 2010, and he focuses on the continuing development and application of ONIX for Books, and on other EDItEUR metadata standards for the global book, e-book, and serials sectors. Graham previously worked for HarperCollins Publishers in the UK where he was Head of Publishing Systems. He led the development of bibliographic and digital asset management systems, and was involved with the launches of many recent HarperCollins digital initiatives including e-audio, e-books, and print-on-demand programs. Prior to HarperCollins, he worked as an editor and in IT roles within the magazine industry with Redwood Publishing.